

WTIC-TV ORDE

Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:15:00

Product Estimate # 2050

<u>Contract / Revision</u>

398241 - 6

DSCC IE 10/16-10/22

Alt Order #

Original Date / Revision

Approx 0.577 458/

Billing Type

Cash

Original Date / RevisionAgency Com15%Billing TypeCash10/23/1210/23/12Billing ContactOrder TypeGENERAL

Advertiser Democratic Senatorial Camp Billing Cycle EOM/EOC

3050 K St NW Billing Calendar BROADCAS

3050 K St NW Billing Calendar BROADCAST Washington, DC 20007

Agency Great American Media

Demographic A35+

Buying Contact

Rev Codes

AGY POL ISSUE

Sales Office TWDC Product Codes PL2

3050 K St NW
Washington, DC 20007

Sales Region National Priority 02

Agency Ref Advertiser Ref

Primary Account Executive

Jordan Johannessen

Account Executive Order% Start Date End Date

Jordan Johannessen 100%

Order Share 22% Market Value 282159

Competing Station	% of Order	Amount
2WCCT	1%	2821
3WFSB	21%	59253
4WVIT	18%	50788
5WTNH	38%	107220
6WCTX	%	0
7CABL	%	0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount 0.00 10/01/12 10/22/12 October 2012 \$52,763.75 \$52,763.75 \$62,075.00 68 \$62,075.00 68 0.00 68 \$52,763.75 \$62,075.00 Totals

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amou 1 61 10/16/12 10/19/12 M-F 1p-2p CM 1p-2p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800 M-F 1p-2p M-F 1p-2p M-F 1p-2p Rate Rate Rating Rating 0.00 0.00 NM 4 \$800 Week: 10/15/12 10/21/12 TWFF 4 \$200.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 NM 2 \$3,600 0.00 0.00 NM 2 \$3,600 0.		als	Tota													
M-F 1p-2p Start Date End Date Weekdays Spots/Week Rate Rating	unt	Amo	Spots	Rtg Type	te Pri	Rate	Spots	Len	Time Days	Start/End	Break	Inventory Code	End	Start	Ch	Ln
Start Date Week: 10/15/12 End Date 10/21/12 Weekdays - TWIF Spots/Week 4 Rate \$200.00 Rating 0.00 2 61 10/16/12 10/19/12 M-F News at Ten	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- TWTF	1p-2p	CM		2 10/19/12	10/16/1	61	1
Week: 10/15/12 10/21/12 - TWTF 4 \$200.00 0.00 2 61 10/16/12 10/19/12 M-F News at Ten Mews at Ten Mew												M-F 1p-2p				
2 61 10/16/12 10/19/12 M-F News at Ten CM 10p-1030p - TWTF :30 2 \$1,800.00 02 0.00 NM 2 \$3,600 News at Ten (10:00 PM-10:30 PM)															_	
News at Ten (10:00 PM-10:30 PM)										•						W
,	0.00	\$3,60	2	0.00 NM	.00 02	\$1,800.00	2	:30			CM		2 10/19/12	10/16/1	61	2
Start Date End Date Weekdays Spots/Week Rate Rating									0:30 PM)	(10:00 PM-1		News at Ten				
									Rating	Rate	Spots/Week	Weekdays	End Date	art Date	St	
Week: 10/15/12									0.00	\$1,800.00	2	- TWTF	10/21/12)/15/12	eek: 10	W
3 61 10/16/12 10/19/12 M-F 12p-1p CM 12p-1p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- ТWГF	12p-1p	CM	M-F 12p-1p	2 10/19/12	10/16/1	61	3
M-F 12p-1p												M-F 12p-1p				
Start Date End Date Weekdays Spots/Week Rate Rating									Rating	Rate	Spots/Week	<u>Weekdays</u>	End Date	art Date	St	
Week: 10/15/12									0.00	\$200.00	4	- ТWГF	10/21/12)/15/12	eek: 10	W
4 61 10/16/12 10/19/12 M-F 2p-3p CM 2p-3p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- TWTF	2p-3p	CM	M-F 2p-3p	2 10/19/12	10/16/1	61	4
M-F 2p-3p												M-F 2p-3p				
Start Date End Date Weekdays Spots/Week Rate Rating									Rating	Rate	Spots/Week	Weekdays	End Date	art Date	St	
Week: 10/15/12									0.00	\$200.00	4	- ТWГF	10/21/12	0/15/12	eek: 10	W
5 61 10/16/12 10/19/12 CM 3p-4p - TWTF :30 4 \$300.00 02 0.00 NM 4 \$1,200	0.00	\$1,20	4	0.00 NM	.00 02	\$300.00	4	:30	- TWTF-	3p-4p	CM		2 10/19/12	10/16/1	61	5





Contract / Revision 398241 - 6 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

In Ch	Start	End	Inventory Code	Prook	Stort/End T	ima Dava	Lor	n Spots	Poto Pri	Dta Tuna	Tota	ils Amount
Ln Ch	Start	Ellu	Inventory Code M-F 3p-4p	Dieak	Start/End T	ille Days	Lei	i Spois	Rate Fil	Rtg Type	Spois	Amount
St	art Date	End Date	M-F 3p-4p Weekdays	Spots/Week	Rate	Rating				I		
Week: 10		10/21/12	- TWTF	4	\$300.00	0.00						
6 61	10/16/1	2 10/19/12	M-F 4p-5pm M-F 4p-5pm	СМ	4p-5p	- TWTF	' :3	30 4	\$425.00 02	0.00 NM	3	\$1,275.00
<u>St</u> Week: 10	art Date	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$425.00	Rating 0.00						
Spot C	h Date Ra	inge D	escription	Star	t/End Time	0.00	Weekd			Rtg Type		
	61 10/15/12 Fredited	2-10/21/12 M	1-F 4p-5pm	4p-5	ip		- TWTh	F	:30 (\$425.00)	0.00 <i>NM</i>		
7 61	10/16/1	2 10/19/12	M-F 6p-630p M-F 6p-630p	СМ	6p-630p	- ТWГF	' :3	30 4	\$650.00 02	0.00 NM	3	\$1,950.00
	art Date	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
Week: 10 Spot C	bh Date Ra	10/21/12 inge <u>D</u>	escription escription	4 <u>Star</u>	\$650.00 t/End Time	0.00	Weekd	lays Le	ngth Rate	Rtg Type		
	1 10/15/12 redited	2-10/21/12 M	1-F 6p-630p	6p-6	30p		- TWTh	F	:30 (\$650.00)	0.00 <i>NM</i>		
8 61	10/16/1	2 10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF	' :3	30 2	\$400.00 02	0.00 NM	2	\$800.00
<u>St</u> Week: 10	o/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 2	Rate \$400.00	Rating 0.00						
9 61	10/16/1	2 10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- ТWГF	` :3	30 4	\$650.00 02	0.00 NM	4	\$2,600.00
St Week: 10	<u>D/15/12</u>	End Date 10/21/12	Weekdays - TWFF	Spots/Week 4	Rate \$650.00	Rating 0.00						
10 61	10/16/1	2 10/19/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	- TWTF	' :3	30 4	\$1,000.00 02	0.00 NM	4	\$4,000.00
<u>St</u> Week: 10	tart Date 0/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$1,000.00	Rating 0.00						
11 61		2 10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF	' :3	30 4	\$400.00 02	0.00 NM	4	\$1,600.00
St Week: 10	<u>12 (2015)</u> 12 (2015)	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$400.00	Rating 0.00						
12 61	10/16/1	2 10/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF	' :3	30 4	\$1,300.00 02	0.00 NM	2	\$2,600.00
	art Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
	h Date Ra		escription		\$1,300.00 t/End Time	0.00	Weekd	lays Le		Rtg Type		
	1 10/15/12 redited	2-10/21/12 M	1-F 730p-8p	730p	o-8p		- TWTh	F	:30 (\$1,300.00)	0.00 <i>NM</i>		
3 6	1 10/15/12	2-10/21/12 M	1-F 730p-8p	730p	o-8p		- TWTh	F	:30 (\$1,300.00)	0.00 <i>NM</i>		
	redited	0.40/40/40	M = 0- 0-	014	0- 0-	THE PARTY.		10 0	#0F0 00 00	0.00.1114	_	#4.050.00
13 61	10/16/1	2 10/19/12	M-F 8a-9a	СМ	8a-9a	- TWTF	:3	30 3	\$350.00 02	0.00 NM	3	\$1,050.00
St Week: 10	0/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 3	Rate \$350.00	Rating 0.00						
14 61			M-F 9a-10a M-F 9a-10a	СМ	9a-10a	- TWTF	' :3	30 4	\$150.00 02	0.00 NM	4	\$600.00
<u>St</u> Week: 10	tart Date 0/15/12	End Date 10/21/12	Weekdays - ΤWΓF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						





Contract / Revision 398241 - 6 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

							Tota	_
Ln Ch Start End	•	ak Start/End	· · · · · · · · · · · · · · · · · · ·	Len Sp		Rtg Type S	•	Amount
15 61 10/21/12 10/21/12	NFL on FOX Early CM Giants:Sun 1-4pm	1p-4p	1	:30	1\$10,000.00 02	0.00 NM	1	\$10,000.00
Start Date End Date	Weekdays Spots/We		Rating					
Week: 10/15/12 10/21/12	1	1\$10,000.00	0.00					
18 61 10/17/12 10/17/12	Wed Prime Rotator CM X-Factor	8p-10p	1	:30	1 \$6,000.00 02	0.00 NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/We	ek Rate 1 \$6,000.00	Rating 0.00					
E 19 61 10/22/12 10/22/12	M-F 1p-2p CM M-F 1p-2p	1p-2p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
Start Date	Weekdays Spots/We	ek Rate 1 \$200.00	Rating 0.00					
E 20 61 10/22/12 10/22/12	M-F News at Ten CM	10p-1030p	1	:30	1 \$1,800.00 02	0.00 NM	1	\$1,800.00
	News at Ten	(10:00 PM-1	0:30 PM)					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays Spots/We	ek Rate 1 \$1,800.00	Rating 0.00					
E 21 61 10/22/12 10/22/12	M-F 12p-1p CM M-F 12p-1p	12p-1p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
Start Date	Weekdays Spots/We	ek Rate 1 \$200.00	Rating 0.00					
		2p-3p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
	M-F 2p-3p							
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/We	ek Rate 1 \$200.00	Rating 0.00					
E 23 61 10/22/12 10/22/12	M-F 3p-4p CM M-F 3p-4p	3p-4p	1	:30	1 \$300.00 02	0.00 NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays 1	ek Rate 1 \$300.00	Rating 0.00					
E 24 61 10/22/12 10/22/12	M-F 4p-5pm CM M-F 4p-5pm	4p-5p	1	:30	1 \$425.00 02	0.00 NM	1	\$425.00
Start Date	Weekdays Spots/We	ek <u>Rate</u> 1 \$425.00	Rating 0.00			İ		
E 25 61 10/22/12 10/22/12	M-F 6p-630p CM	6p-630p	1	:30	1 \$650.00 02	0.00 NM	1	\$650.00
Start Date End Date	M-F 6p-630p <u>Weekdays</u> <u>Spots/We</u>		Rating					
Week: 10/22/12 10/28/12	l	1 \$650.00	0.00			0.00.1114		
E 26 61 10/22/12 10/22/12	M-F 6a-7a CM M-F 6a-7a	6a-7a	1	:30	1 \$400.00 02	0.00 NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays Spots/We	ek Rate 1 \$400.00	Rating 0.00					
E 27 61 10/22/12 10/22/12	M-F 630p-7p CM M-F 630p-7p	630p-7p	1	:30	1 \$650.00 02	0.00 NM	1	\$650.00
Start Date End Date	Weekdays Spots/We		Rating			ļ		
Week: 10/22/12 10/28/12 E 28 61 10/22/12 10/22/12	1 M-F 7p-730p CM	1 \$650.00 7p-730p	0.00	:30	1 \$1,000.00 02	0.00 NM	1	\$1,000.00
	M-F 7p-730p			.00	. ψ1,000.00 02	0.00 14141	,	ψ1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/We	ek Rate 1 \$1,000.00	Rating 0.00					
E 29 61 10/22/12 10/22/12	M-F 7a-8a CM M-F 7a-8a	7a-8a	1	:30	1 \$400.00 02	0.00 NM	1	\$400.00
Start Date End Date	Weekdays Spots/We	ek Rate	Rating			I		

Print Date: 10/23/12

Page 4 of 4





Contract / Revision 398241 - 6 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/23/12/ 10/23/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

Ln (^ h	Start	End	Inventory Code	Brook	Start/End T	ime Days	Len Sp	ote	Pata Dri	Rtg Type	Tot Spots	<u>als</u> Amount
E 29	61		2 10/22/12	M-F 7a-8a	CM	7a-8a	1	:30	1	\$400.00 02	0.00 NM		\$400.00
⊏ 29	01	10/22/1	2 10/22/12	м-г 7а-оа М-F 7а-8а	CIVI	7a-0a	1	.30	1	\$400.00 02	U.UU INIVI	1	\$400.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/		10/28/12	1	1	\$400.00	0.00						
E 30	61	10/22/1	2 10/22/12	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	1	:30	1	\$1,300.00 02	0.00 NM	0	\$0.00
Wee	<u>Sta</u> ek: 10/	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	Rate \$1,300.00	Rating 0.00						
Spot		Date Ra		escription		t/End Time		eekdays_	Le	ngth Rate	Rtg Type		
1			2-10/28/12 N	1-F 730p-8p	730p	o-8p	M-		-	:30 (\$1,300.00)	0.00 NM		
		edited											
E 31	61	10/22/1	2 10/22/12	M-F 8a-9a M-F 8a-9a	СМ	8a-9a	1	:30	1	\$350.00 02	0.00 NM	1	\$350.00
Wee	<u>Sta</u> ek: 10/	rt Date 22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 32	61	10/22/1	2 10/22/12	M-F 9a-10a M-F 9a-10a	СМ	9a-10a	1	:30	1	\$150.00 02	0.00 NM	1	\$150.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/		10/28/12	1	1	\$150.00	0.00						
33	61	10/17/1	2 10/17/12	NLCS on FOX NLCS	СМ	330-7p	2	:30	2	\$6,000.00 02	0.00 NM	2	\$12,000.00
		rt Date	End Date	<u>Weekdays</u> 2	Spots/Week	Rate	Rating						
	ek: 10/		10/21/12		CM	\$6,000.00	0.00	:30	1	\$550.00 02	0.00 NM	1	\$550.00
34	61	10/21/1	2 10/21/12	Su 11p-1130p Sun 11p-1130p	Civi	11p-1130p	1	.30	'	φ330.00 U2	U.UU INIVI	'	\$550.00
Wee	<u>Sta</u> ek: 10/	rt Date 15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	Rate \$550.00	Rating 0.00						
35	61	10/21/1	2 10/21/12	Su 11p-1130p Sun 11p-1130p	СМ	11p-1130p	1	:30	1	\$525.00 02	0.00 NM	1	\$525.00
Wee	<u>Sta</u> ek: 10/	rt Date 15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	Rate \$525.00	Rating 0.00						
36	61		2 10/20/12	Sa 10p-11p	CM	10p-11p	1-	:30	1	\$1,300.00 02	0.00 NM	1	\$1,300.00
				Sa 10p-11p									
Wee	<u>Sta</u> ek: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$1,300.00	Rating 0.00						
37	61	10/20/1	2 10/20/12	Sa 10p-11p Sa 10p-11p	СМ	10p-11p	1-	:30	1	\$1,300.00 02	0.00 NM	1	\$1,300.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/	15/12	10/21/12	1-	1	\$1,300.00	0.00						

Totals 68 \$62,075.00